



## Opinion of readers towards various components of the farm magazine

Premlata<sup>1\*</sup>, Asha Godawat<sup>2</sup>

<sup>1</sup> Ph. D Research Scholar, Department of Extension Education and Communication Management, CCAs, MPUAT, Udaipur, Rajasthan, India

<sup>2</sup> Professor, Department of Extension Education and Communication Management, CCAs, MPUAT, Udaipur, Rajasthan, India

### Abstract

The present study was focused on the objective to find out the opinion of readers towards various components of magazine *Rajasthan Kheti Pratap*. The study was conducted in Bhinder panchayat samiti of Udaipur district, Rajasthan. The sample consisted of selected 100 readers from four villages of Bhinder i.e. vallabh nagar, Bhinder, Bhatevar and Vana. Personal interview technique was used for collecting data from the respondents. Frequency distribution, percentage, mean percent score were used for analysis of data. The majority of the respondents (66%) had favourable and 20 per cent of them had unfavourable and only 14 per cent had most favourable opinion with the various components viz. cover page, content, language, format, illustration, management of magazine *Rajasthan Kheti Pratap*.

**Keywords:** opinion

### Introduction

Communication is the mechanism through which human relations exist and develop. The key role of communication in any form is to plant new ideas into the mind of human beings. For the rapid agriculture development, there is a need for constant flow of technological information from research system to extension system and there upon to the farmers for adoption. Print media has acquired a significant role in dissemination of information on improved agricultural practices to the farming community. Printed literature includes books, booklets, farm magazine, newspaper, bulletins, folders, leaflets, pamphlets etc. and convey precise and clear information through words, pictures and diagram on a mass scale. Farm magazines play a vital role in modernizing Indian agriculture. They have travelled a long way since the publication of the first farm magazine *Krishisudhar* from Agra in 1914. At the time of Independence in India there were hardly 20 farm magazines and now a days there are approximately 112 weekly fortnightly and monthly magazines published in English and in local languages. A farm magazine is a publication issued periodically and directed to farming community. It generally contains articles, features, interviews, stories, reports, news, illustrations, advertisement etc. based on researches, source comments and generalizations. The articles in the farm magazine are easy to read and understand and fairly brief in length. Its attractive appearance, eye-catching cover page and quality paper make it more appealing to readers. *Rajasthan Kheti- Pratap* is one of the leading farm magazine publishing in *Hindi* since 2003 by Directorate of Extension Education, MPUAT, and Udaipur. It is a monthly publication which provides information with regard to advancements in the field of agriculture and its allied areas beneficial to the farming community. It also covers success stories, information about government programmes and policies, special events of the university and advertisements. Presently, there are nearly 4000 subscribers of *Rajasthan*

*Kheti Pratap* in the present investigation efforts have been made to know the opinion of respondents regarding various components of the magazine.

### Methodology

The study was conducted in Bhinder panchayat samiti of Udaipur district, Rajasthan. The sample consisted of selected 100 readers from four villages of Bhinder i.e. vallabh nagar, Bhinder, Bhatevar and Vana. Personal interview technique was used for collecting data from the respondents. The opinion of respondents was measured on various components of the magazine. The opinionaire consisted of 40 statements of various components of magazine (34 favourable and 6 unfavourable) and were assessed on three point continuum as "strongly agree" "agree" and "disagree" with weightage of 3, 2 and 1 respectively for favourable statement and for unfavourable statements weightage 1, 2 and 3 respectively and mean percent score were used for analysis of data.

### Results

The pertaining findings have been presented under Table 1

### Cover page

Data presented in Table 1 reveals that majority of respondents (66%) were disagree with name of farm magazine and opined that it not only provides agriculture related information but also includes information related to women empowerment, health, sanitation etc. However, 12-36 per cent respondents were agree and strongly agree with name of the magazine i.e. *Rajasthan Kheti-Pratap*. With regard to illustration nearly half of the respondents were in favour and 32 per cent respondents were strongly in favour that generally suitable illustrations are used on the cover page and provides ease of understanding to the readers. Data in the table further indicates that 40-42 per cent respondents were strongly agree and nearly one fourth of them were

agree that layout is attractive and overall appearance of cover page is good and nearly one third respondents were disagreed with these components of cover page. The opinion of respondents regarding quality of paper data in Table 1 shows that more than half of respondents were agree and 30 per cent respondents were strongly agree that good quality paper is used for cover page. Only 16 per cent of respondents were not satisfied with the quality of paper used for cover page.

**Content**

A perusal of data presented in Table 1 shows that majority (50-78%) of respondents were strongly agree that advertisement makes them aware about innovations in the area of agriculture and its allied fields, articles are relevant, practicable, trustworthy and motivational and there is lack of home science related articles whereas 20-44 per cent respondents were agree with these components of content of magazine. Lack of accuracy, brief & seasonal articles and information about government programmes and policies were disagree by 40-60 per cent respondents.

An overview of Mean Percent Scores of different aspects of content of the magazine reveals that majority of the respondents were strongly in favour regarding most of the elements of content of *Rajasthan Kheti-Pratap* (MPS 75.35-92.66) and for seasonality, briefness, trustworthiness of the article a good number of respondents had favourable attitude (MPS 51.33-65.00).The reasons might be that readers like the coverage pattern of magazine and descriptions of methods related to crop. The inclusion of numerical data in articles give better understanding of messages.

**Language**

The information pertaining to language used in *Rajasthan Kheti Pratap* data presented in Table 1 reveals that most of

the respondents had favourable attitude towards language. They reported that language and words used are easy to understand, technical terms are explained in simple manner. Nearly one fourth of respondents were agree and one third of respondents were disagree with these elements of language of the magazine and majority of the respondents (58%) were satisfied with the length of sentences. Further, More than half of respondents (55%) mentioned that there is no use of local terms in articles whereas 30 per cent of respondents were agree and 15 per cent of respondents were strongly agree with this aspect of language. During an informal discussion with readers of the *Rajasthan Kheti-Pratap* it was noticed that the language of *Rajasthan Kheti-Pratap* is simple as compare to other *Krishi Patrika*.

**Format**

Opinion towards elements of format in Table 1 shows that there is proper line spacing in the text, appropriate font size, use of tables and graphs and lack of subtitles in the articles, is strongly agree, agree and disagree by 55-60, 15-24, 14-30 per cent of respondents respectively. It is apparent from the data presented in the table indicates that more than half of the respondents (53-66%) were agree that titles are attractive and were satisfied with the arrangement of columns in the articles. They reported that two columns in the articles makes the reading comfortable. Further it was strongly agreed and disagreed by 22-29 per cent and 12-18 per cent of respondents respectively. Data also shows that, 44-71 per cent of respondents were disagree that titles are crispy and graphical representation is easy to understand however, only 15-18 per cent of respondents were agree and 11 and 36 per cent were strongly agree with these determinants of the magazine. The mean percent scores indicate that the respondents had most favourable to favourable attitude towards format of the farm magazine *Rajasthan Kheti-Pratap*.

**Table 1:** Opinion of respondents towards various components of *Rajasthan Kheti-Pratap* n=100

S. No.	Components	SA f/%	A f/%	DA f/%	MPS
1.	Cover Page				
	• Name of magazine is appropriate with its content	12	22	66	48.00
	• Illustrations used in the cover page are appropriate	32	48	20	76.60
	• Layout of cover page is attractive	32	26	42	70.00
	• Quality of paper is not good	30	54	16	62.00
	• Overall appearance of cover page is good	40	25	35	68.33
	Content				
	• Clarity in the messages	20	36	44	76.66
	• Articles are informative	66	32	0	77.33
	• Articles are relevant	78	22	0	92.66
	• Lack of accuracy in the messages	8	44	48	80.00
	• Information in the articles is practicable	55	30	15	80.00
	• Articles are very long	40	25	35	65.00
	• Messages are according to the season	14	26	60	53.00
	• Information given in the article is trustworthy	60	40	0	82.00
	• Success stories are motivational	60	26	14	45.66
	• Information about government programmed and policies	8	21	71	77.33
	• Less coverage of articles on home science				
	• Advertisement makes aware about new technologies and products of agriculture and allied fields.	60	22	8	75.35
	Language				
	• Language is simple and understandable.	50	26	24	68.00
• Use of jargons in the articles	44	20	36	61.0	
• Words used in the articles are easy to understand	40	25	35	51.33	
• Use of local terms in the articles	14	26	60	53.33	
• Sentences are short	15	30	55	59.33	

Format					
•	Titles used in the articles are attractive	10	58	32	70.00
•	• Titles are crispy	22	66	12	65.00
•	• No subtitles in the articles	36	20	44	58.3
•	Content is supported with tables and graphs	55	15	30	80.66
•	Tables and graphs are easy to understand	60	24	14	46.6
•	• Font size is appropriate	11	18	71	80.0
•	Proper arrangement of columns in the articles	19	22	59	61.33
•	• Proper line spacing in articles	29	53	18	75.00
Illustrations					
•	suitable illustrations are used in the articles	55	15	30	50.00
•	• Illustrations are attractive	21	8	71	77.33
•	Sufficient illustrations are used in the articles	24	14	60	88.66
•	Illustrations have adequate labels for better understanding	71	24	5	74.66
•	• Placement of illustrations is good	53	18	29	75.00
Management of publication					
•	Timely publication	55	15	30	52.33
•	Periodicity of magazine is not appropriate	4	5	91	88.33
•	• Magazine is received timely	5	25	70	52.66
•	• Magazine is expensive	18	30	52	40.33
•	15 years is appropriate period for life	82	15	3	81.00
		51	41	8	

SA=strongly agree, A= Agree, DA= Disagree

**Illustrations**

Information pertaining to illustrations used in the magazine mean percent scores depicts that majority of respondents had strong opinion towards most of the elements of illustrations as indicated by MPS 77.3, 74.6, 75.0, 88.6. They mentioned that illustration are properly labelled, attractive, placed correctly, and sufficient number of illustrations are used in articles whereas they had favourable opinion towards suitability of illustrations MPS (50.0). A detail study of the table depicts that more than half of respondents were strongly agree with illustrations have adequate labels and reported that these labels give better understanding of it and the placement of illustrations is good. However, 15- 18 per cent of respondents were agree and 29-30 per cent of respondents were disagree with these elements of illustrations.

**Management of publication**

Data presented in the table indicates that majority of the respondents opined that the magazine is not published on time and were not satisfied with the periodicity and distribution of the magazine and they suggested that it should be published on time and the periodicity of magazine should be fortnightly so they can get timely information. Data presented in the table shows that majority of respondents (51-82%) were strongly perceived that magazine is expensive as compare to other Krishi Patrika and for life membership 15 years is appropriate period whereas 15-41 per cent of respondents were agree and only 3-8 per cent of them were disagree.

**Conclusion**

It can be concluded that majority of the respondents (66%) had favourable and 20 per cent of them had unfavourable and only 14 per cent had most favourable opinion with the various components of magazine *Rajasthan Kheti Pratap*. The respondents were strongly agree with the content and illustrations used in the magazine.

**References**

1. Dhananjay B, Nataraju MS. Content analysis of farm advertisements in print and electronic media. Mysore

Journal of Agricultural Sciences. 2009; 43:792-796.  
 2. Kaur M, Kaur S. Qualitative analysis of contents of Changi Kheti magazine. *Journal of Community Mobilization and Sustainable Development*. 2013; 8:100-104.  
 3. Nain MS. Effectiveness of farm magazine: A comparative analysis of various Components as viewed by readers. *Rajasthan Journal of Extension Education*. 2008; 11:9-15.  
 4. Oladele OI, Boago C. Content Analysis of Agricultural News in Botswana Newspapers. *Journal of Human Ecology*. 2011; 36(3):173-177.  
 5. Patil NB, Nirban AJ. Content analysis of the 'Krishi Panan Mitra' Marathi magazine. *Galaxy: International Multidisciplinary Research Journal*, 2013. Retrieved from [www.galaxyimrj.com](http://www.galaxyimrj.com). Dated 04/08/2015.  
 6. Patil SD, Kadam RL. Study of usefulness and critical analysis of illustrations appeared in Shetkari farm magazine. *Indian journal of Extension Education & Rural Development*. 2014; 22:200-202.  
 7. Savaliya VJ, Popat MN. Determinants of effectiveness for Krishi Jivan farm magazine. 2010; 8:132-134. Retrieved from [www.researchandmarkets.com](http://www.researchandmarkets.com). Dated 08/08/2015.  
 8. Sharma A, Tiwari A, Singh J. Satisfaction level of the readers regarding farm magazines of the Punjab agricultural university. VII National Seminar of Society for Community Mobilization for Sustainable Development on Sustainable Rural Livelihood: Technological & Institutional Perspective Mobilization-2015 January 8-10, 2015.  
 9. Srinivas A, Manasa G, Rani VS, Archana P. Content analysis of Vyavashyam farm magazine. *Current Biotica*. 2013; 7:60-67. Retrieved from <http://www.ets-staffing.com/Currentbiotica/Journals7-Issue-I-II/CB-7-1-Full-length-7.pdf>. Dated on 08/08/2015.  
 10. Vatta L, Dhaka BL, Chayal K. Content analysis of farm magazine. *Indian Research Journal of Extension Education*, 2010, 10:70.